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Federal Communications Commission  
Office of the Secretary



To: Chairman Martin  
Fax Number: 202-418-2801

Date: 01/02/08  
Number of Pages, Incl Cover: 3

From: Kevin Lovell, General Manager  
Office Location: 4140 Rio Bravo  
El Paso, Texas 79902  
Phone Number: 915-496-7777  
Fax Number: 915-532-0070

☒ URGENT    ☐ PLEASE COMMENT    ☒ PLEASE REVIEW    ☐ FOR YOUR INFORMATION

COMMENTS:

Enclosed is a copy of a letter concerning proposed broadcast legislation that I sent to Senator Kay Bailey Hutchison. I also wanted to share it with you. Please feel free to contact me if you have any questions. Thank you.

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JAN 1 1 2008

Federal Communications Commission  
Office of the Secretary

To: Senator Kay Bailey Hutchison  
Fax Number: 202-224-0776

Date: 01/02/08  
Number of Pages, Incl Cover: 2

From: Kevin Lovell, General Manager  
Office Location: 4140 Rio Bravo  
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Fax Number: 915-532-0070

☒ URGENT    ☐ PLEASE COMMENT    ☒ PLEASE REVIEW    ☐ FOR YOUR INFORMATION

## COMMENTS:

Enclosed is a very important letter concerning proposed broadcast legislation. As a broadcaster on the US-Mexico border, I hope that Senator Hutchison will read and consider this before moving forward. Please contact me if you have any further questions. I will also be sending a copy of this letter to Kevin Martin, Chairman of the FCC. Thank you for your time.

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KVIA-TV 7 4140 Rio Bravo El Paso, Texas 79902 Tel. (915) 496-7777 Fax. (915) 532-0070 kvia.com



January 2, 2008

Senator Kay Bailey Hutchison  
284 Russell Senate Office Building  
Washington, DC 20510-4304

Dear Senator Hutchison,

I thank you for being such a good friend to the people of El Paso and a wonderful advocate for the Texas Association of Broadcasters, where I sit on the board of directors.

However, I must strongly oppose the legislation you have filed to permit the extension of the analog television cut-off date along the US - Mexico border.

Spanish-language broadcasters claim to be worried about US Citizens not getting converter boxes. Their real worry is that Mexican citizens will not be able to see US digital signals thus affecting advertising sales. Your legislation will benefit people in Mexico far more than US citizens who will be willing to take the necessary steps to continue to receive US television signals.

I realize that your legislation leaves it voluntary for border broadcasters to continue to transmit an analog signal. Competitive pressures will effectively require English language broadcasters to maintain very expensive analog transmission capabilities. If passed, your legislation will mean five more years of expensive analog capital and transmitter maintenance upkeep plus continuation of very significant lease and electricity costs. Border broadcasters have already devoted millions of dollars in capital outlay to add the digital infrastructure. Please don't hold us back to benefit Mexican citizens and Spanish language interests.

In KVIA's case (we are the El Paso ABC affiliate and the dominant English language TV station in the market), we have further justification for analog broadcasting to cease. We have the network affiliation for the CW network on our KVIA digital tier. There is no analog spectrum available so we only can broadcast the CW digitally. Due to archaic federal rules, satellite companies import distant CW signals instead of carrying our local CW network signal. They can do so because the market is not served by a CW analog signal. Continuation of analog broadcasting will perpetuate this injustice that denies El Paso satellite subscribers a local broadcasting source.

I have spoken to several other border broadcasters who share my same position. Why did you not sample the opinions of all border broadcasters before filing your legislation? A year or so ago the Texas Association of Broadcasters board of directors discussed but rejected an endorsement of the very legislation you are seeking.

Please reconsider your position on extension of analog broadcast along the US - Mexico border. It will be met by fierce opposition including many border broadcasters.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Kevin Lovell'.

Kevin Lovell  
KVIA-TV General Manager

cc: Kevin Martin, FCC Chairman